



WKM

ORDER

Print Date 09/18/12

Page 1 of 1

Flight Dates 09/19/12-09/24/12

<u>Contract / Revision</u>	<u>259390</u>	/	<u>NRSC/MACK</u>
<u>Original Date / Revision</u>	09/18/12	09/18/12	<u>Agency Com</u> 15%
			<u>Billing Contact</u>
<u>Advertiser</u>	POL/Connie Mack/NRSC/R/S		
	919 Prince Street		
	Alexandria, VA 223		
<u>Agency</u>	John McLaughlin & Associa		
<u>Buying Contact</u>	Marianne Campbell	<u>Sales Office</u>	PHI
		<u>Sales Region</u>	NAT
919 Prince Street		<u>Agency Ref</u>	
Alexandria, VA 22314			

Order Sep 00:20:00
Estimate # 484
Alt Order # 06321371
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A18+
Rev Codes AGY POL CAND
Product Codes PL-State-Republican
Priority P-2
Advertiser Ref

Primary Account Executive

Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 2400

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Billing Plan

Grand Totals		# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
Month										
September 2012		4	\$2,040.00	\$2,400.00	0.00	08/27/12	09/24/12	4	\$2,040.00	\$2,400.00
Totals		4	\$2,040.00	\$2,400.00	0.00					

Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>	
																Spots	Amount
E 1	WKM	09/24/12	09/24/12	Local 6 News	12-1230p CM		12-1230p		1-----	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
				Local 6 News	12-1230p												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>								
		Week: 09/24/12	09/30/12	1-----		1	\$400.00	0.00									
E 2	WKM	09/19/12	09/20/12	Local 6 News	12-1230p CM		12-1230p		--WT---	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
				Local 6 News	12-1230p												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>								
		Week: 09/17/12	09/23/12	--WT---		2	\$400.00	0.00									
E 3	WKM	09/23/12	09/23/12	CBS Sunday Morning	CM	9-1030a		-----1	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00	
				CBS Sunday Morning													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>								
		Week: 09/17/12	09/23/12	-----1		1	\$1,200.00	0.00									
		<u>Totals</u>														4	\$2,400.00